

# HOW TO SUMMIT

PREPARING FOR APPOINTMENTS

**Go West**  
SUMMIT



Your Appointment Schedule  
is Finalized...Now What?



# HOW TO PREPARE FOR GO WEST SUMMIT APPOINTMENTS?

- Research, Research, Research
- Read Buyer (Tour Operator) profiles through your portal on Go West Summit's website, [www.gowestsummit.com](http://www.gowestsummit.com)
- Visit the Buyers' individual websites
- Establish and bring rates for the next two years
- Understand the difference between Operators

**Inbound tour operators** (also known as **receptive tour operators**) are US-based companies, which specialize in creating, marketing, and selling US travel products to international travelers. A **tour operator** shall be considered an **inbound tour operator** when the majority of its revenue is derived from inbound international travelers to the United States. These inbound operators contract with overseas tour wholesalers, agents and other travel producers to provide tourist services throughout the US for their groups and FIT travelers.

*(Definition courtesy of the International Inbound Travel Association)*



# HOW TO PREPARE FOR GO WEST SUMMIT APPOINTMENTS? (CONTINUED)

- Design and bring one-page, two-sided profile/fact sheets ([See sample!](#))
- Or bring brochures/USBs/Tablet
- Prior to attending Go West Summit, design and complete a Lead Sheet for each individual appointment ahead of Go West Summit. Include pertinent profile information about the Buyer you are meeting with so that you can quickly review information before each appointment. ([See sample!](#))
- Place Lead Sheets in notebook/folder sequentially by appointment number (*not alphabetically*)

# WHAT TO BRING?

- Bring 20 extra brochures, profile sheets, or USB's to have in case you are able to get additional appointments
- Bring 200 business cards to hand out at appointments and social functions
- Bring stapler or glue stick to attach the Buyer's business card to the corresponding Lead Sheet
- KEEP IT SIMPLE: Remember that you will be moving to different tables for each appointment so do not bring too much to carry

# HOW TO GET ADDITIONAL APPOINTMENTS

## ATTEND THE 5 MINUTE SPEED APPOINTMENT SESSION

- Fast-paced 5 minute networking sessions just after lunch on Day 2 of Marketplace
- You will be going to Buyers' Tables, which are numbered
- Objective: Visit Buyers with whom you do not already have pre-scheduled appointments
- Design a "hit list" with Buyer names and their table numbers in sequence so you will not waste time (*table numbers will be available on-site*)
- Visit "only" those Buyers relevant to your business
- Be mindful of your 5 minute stay; others need time to network

# HOW TO GET THE MOST OUT OF YOUR MARKETPLACE APPOINTMENTS

- Appointments are 12 minutes, so pace accordingly
- Don't overstay your appointment time
- Know what type of product the Buyer sells
- Ask the right questions to determine their needs
- Only discuss products/services which fit their needs; if there is not a match, thank them and move on
- Get engaged-take notes
- End of the meeting, summarize all points discussed
- Together, determine what the next step is
- Keep track of verbal sales commitments and confirm them in writing immediately afterwards

# WORK THE SOCIAL FUNCTIONS

- Use every social occasion as a business opportunity — bring business cards
- Meet Buyers with whom you did not get an appointment or speed session
- Create your target list ahead of time — ask a Go West staff member or your Buddy to introduce you
- Build relationships...don't oversell
- Invite your target Buyer(s) to join you at a meal function



# WHAT COMES NEXT?

- Follow up is key – Follow up! Follow up! Follow up!
- Promptly follow up with requested information
- Personalize your communications (avoid mass/cookie cutter follow up)
- If Buyer was interested, “ask for the business” in the follow up
- Follow up from time to time to continue building the relationship

# THIS IS THE BEGINNING

- Developing international business is a process; it can take 2-5 years
- Relationships mean trust and commitment first, then business follows
- Participate annually in Go West Summit

# EVALUATIONS – HELP US MAKE THIS YOUR SUMMIT

- Give us feedback that will make this summit more beneficial to you
- After the event, watch your inbox for the Post-Event Survey!



GOOD LUCK!

BE SURE TO ATTEND THE  
“HOW TO SUMMIT” SESSION  
ON EDUCATION DAY!

